

Chocolate Town Classics

made with

HERSHEY'S COCOA

First-in favor and flavor®



The "Milton Hershey" Rose from
the Hershey Garden Collection.

CHOCOLATE MEDALLION CAKE

Delicious, dark and moist!

**$\frac{1}{4}$ cup butter or margarine
 $\frac{1}{4}$ cup vegetable shortening
2 cups sugar
2 eggs, unbeaten
2 cups sifted cake flour
 $\frac{1}{8}$ teaspoon salt
 $\frac{3}{4}$ cup HERSHEY'S COCOA
 $\frac{3}{4}$ cup boiling water
 $1\frac{1}{2}$ teaspoons baking soda
1 cup buttermilk
1 teaspoon vanilla**

PREHEAT . . . oven to 350° F.

GREASE . . . and flour either 2 nine-inch layer cake pans or 1 oblong pan 13x9x2-inches.

CREAM . . . butter or margarine and shortening together, add sugar gradually, creaming until light and fluffy.

ADD . . . eggs, one at a time, beating well after each addition.

SIFT . . . flour and salt together; set aside.

MAKE . . . a smooth paste of the cocoa and boiling water; cool slightly.

STIR . . . baking soda into buttermilk and add alternately with the sifted flour to creamed mixture, beginning and ending with flour mixture.

ADD . . . cocoa-water mixture and blend thoroughly.

BLEND . . . in vanilla.

POUR . . . into prepared pan or pans.

BAKE . . . about 40 minutes for oblong pan and about 35 minutes for layer pans.

FILL . . . and frost with Fluffy Cocoa Frosting.

FLUFFY COCOA FROSTING

*Easy to spread -
satiny and light*

**$\frac{3}{4}$ cup HERSHEY'S COCOA
4 cups confectioners' sugar
 $\frac{1}{2}$ cup butter or margarine
1 teaspoon vanilla
 $\frac{1}{2}$ cup evaporated milk**

MIX . . . cocoa and sugar.

CREAM . . . part of the cocoa-sugar mixture
with the butter or margarine.

BLEND . . . in vanilla and half of the milk.

ADD . . . remaining cocoa-sugar mixture and
blend well.

ADD . . . remaining milk and beat to desired
spreading consistency; additional milk may
be added if required.

YIELD . . . filling and frosting for two 9-inch
layers.



VELVETY COCOA CREAM PIE

Topped with sweetened whipped cream and shaved baking chocolate curls.

VELVETY COCOA CREAM PIE

*Smooth, rich-
true chocolate flavor*

- 3 cups milk**
- ½ cup minus 1 tablespoon HERSHEY'S
COCOA**
- 1¼ cups sugar**
- ¼ teaspoon salt**
- 4½ tablespoons cornstarch**
- 3 tablespoons butter or margarine**
- 1½ teaspoons vanilla**
- 1 9-inch baked pie shell**
- 1 cup whipping cream**
- shaved baking chocolate curls**

SCALD . . . the milk in the top of a double boiler.

MIX . . . the dry ingredients together and add to the scalded milk.

STIR . . . until blended and cook, stirring occasionally, until mixture begins to thicken.

COVER . . . and cook on low heat for 15 minutes.

REMOVE . . . from heat; add butter or margarine and vanilla, stirring until the butter is melted.

Cool slightly.

POUR . . . into baked 9-inch pie shell.

CHILL . . . pie thoroughly, at least 2 hours.

SERVE . . . topped with sweetened whipped cream and shaved baking chocolate curls.

NOTE: To make chocolate curls, place a block (one ounce) of Hershey's Baking Chocolate in a warm place until chocolate has slightly softened.

Shave with potato peeler or small sharp knife.

COCOA BROWNIES SUPREME

*Chewy, crunchy, chocolatey
all-age favorite!*

- $\frac{1}{2}$ cup shortening
- 1 cup sugar
- 1 teaspoon vanilla
- 2 eggs, unbeaten
- $\frac{1}{2}$ cup HERSHEY'S COCOA
- $\frac{3}{4}$ cup sifted all-purpose flour
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{2}$ teaspoon double-acting baking powder
- $\frac{3}{4}$ cup chopped walnuts

PREHEAT . . . oven to 350° F.

GREASE . . . an 8-inch square pan.

CREAM . . . together shortening and sugar.

ADD . . . vanilla and eggs. Beat until light and fluffy.

ADD . . . cocoa and mix thoroughly.

SIFT . . . together the flour, salt, and baking powder.

STIR . . . in the sifted dry ingredients; add $\frac{1}{2}$ cup of the chopped walnuts.

SPREAD . . . the mixture in the greased pan; decorate top with remaining $\frac{1}{4}$ cup walnuts.

BAKE . . . for 25 minutes or until done.

YIELD . . . 16 two-inch brownies.

COCOA-NUT BALLS

*Crisp, buttery-
wonderful holiday cookie*

**1 cup butter or margarine
½ cup sugar
2 teaspoons vanilla
2 cups sifted all-purpose flour
¼ cup HERSHEY'S COCOA
½ teaspoon salt
2 cups finely chopped pecans
confectioners' sugar**

PREHEAT . . . oven to 325° F.

**CREAM . . . butter or margarine, sugar, and
vanilla together until fluffy.**

**SIFT . . . flour, cocoa, and salt together; add to
creamed mixture, blending thoroughly.**

ADD . . . pecans and mix well.

**SHAPE . . . into 1-inch balls and place on un-
greased baking sheet.**

**BAKE . . . approximately 20 minutes; do not
brown.**

COOL . . . then roll in confectioners' sugar.

YIELD . . . about 6 dozen cookies.

CHOCOLATE TEA BREAD

*Mellow nut flavor -
delicious with hot drinks*

**$\frac{1}{4}$ cup butter or margarine
 $\frac{2}{3}$ cup sugar
1 egg, unbeaten
2 cups sifted cake flour
1 teaspoon baking soda
 $\frac{3}{4}$ teaspoon salt
 $\frac{1}{3}$ cup HERSHEY'S COCOA
1 cup buttermilk
 $\frac{3}{4}$ cup chopped walnuts**

PREHEAT . . . oven to 350° F.

GREASE . . . a loaf pan, $8\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{1}{2}$ -inches.

CREAM . . . butter or margarine; add sugar, a small amount at a time, creaming well after each addition.

ADD . . . egg and beat well.

MIX . . . and sift flour, baking soda, salt, and cocoa; add to creamed mixture alternately with the buttermilk, beating until blended after each addition.

STIR . . . in walnuts.

POUR . . . into prepared loaf pan.

BAKE . . . 1 hour or until done.

COOL . . . on wire rack; wrap; store in refrigerator.

NOTE: This loaf slices best after stored in refrigerator for several hours.

RICH DEVIL'S FOOD CAKE

*Dark and delectable,
extra rich!*

$\frac{1}{2}$ cup HERSHEY'S COCOA
2 cups sifted cake flour
2 cups sugar
1 teaspoon salt
 $1\frac{1}{4}$ teaspoons baking soda
 $\frac{3}{4}$ teaspoon double-acting baking powder
 $\frac{1}{8}$ teaspoon cinnamon (optional)
 $\frac{1}{2}$ cup vegetable shortening, at room temperature
 $\frac{3}{4}$ cup milk
1 teaspoon vanilla
4 eggs, unbeaten
 $\frac{1}{2}$ cup milk

PREHEAT . . . oven to 350° F.

GREASE . . . and generously flour 2 nine-inch layer cake pans.

COMBINE . . . cocoa, flour, sugar, salt, soda, baking powder, and cinnamon together in a sifter.

STIR . . . shortening just to soften; sift in cocoa mixture.

ADD . . . the $\frac{3}{4}$ cup milk and vanilla. Mix until flour is dampened.

BEAT . . . for two minutes at medium speed, or 300 vigorous strokes by hand. Scrape bowl frequently.

ADD . . . the eggs and $\frac{1}{2}$ cup milk; blend thoroughly and beat one minute longer in mixer or 150 vigorous strokes by hand.

POUR . . . into prepared pans and bake for 30-35 minutes or until done.

COOL . . . and frost with Fluffy Cocoa Frosting, or as desired.

INDONESIAN CHOCOLATE

*Exotic, Far East touch—
delicately spiced*

**$\frac{1}{4}$ cup HERSHEY'S COCOA
 $\frac{1}{4}$ cup sugar
 $\frac{1}{8}$ teaspoon salt
 $\frac{1}{4}$ teaspoon cinnamon
1 cup water
3 cups milk
whipped cream
stick cinnamon**

COMBINE . . . cocoa, sugar, salt, and cinnamon in saucepan.

ADD . . . water slowly, stirring until smooth.

PLACE . . . over low heat; bring to a boil and boil 2 minutes, stirring constantly.

STIR . . . in milk; heat thoroughly but do not boil.

SERVE . . . hot with a spoonful of whipped cream and a cinnamon stick in each cup.

YIELD . . . 6 generous servings.



Hershey's Cocoa is the favorite of millions and is famous for its fine textured goodness. The familiar maroon and silver container is available in 1-pound and $\frac{1}{2}$ -pound sizes.

HERSHEY'S

Tested in The Hershey Kitchens

HERSHEY CHOCOLATE CORPORATION, HERSHEY, PA.

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